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U. S. Department of Agriculture.

JERSEY-GROWN

Dahlias

1938

THE FOURTEENTH YEAR

BENNETT K. MATLACK

COTTAGE AVE. AND OXFORD ST.

BRIDGETON, N. J. PHONE 970

Greetings-

Again, here is my little catalogue. It is full of the better Dahlias, both old and new. To the beginner, let me say that the price does not necessarily mean quality. Many of the 25c Dahlias were once \$25.00, and are just as good now as then.

It was so kind for so many of you to write in telling of your success with my roots and plants. If other flowers grow for you, there is no reason why Dahlias will not be a real delight to you. My roots and plants are not forced, and for that reason the roots I ship are not large. A small root with a good eye is better than a large one.

Late ordering often leads to disappointment. Order early; it will help both the buyer and the seller.

Visitors always welcome. Be sure to come during September and October to see the flowers in bloom.

All stock guaranteed true to name and all roots to grow. Stock proving otherwise will be gladly replaced. I do not substitute.

Postage paid on all orders of One Dollar or over.

Cash with order. Stamps accepted on the smaller orders.

Roots shipped after April 1st unless otherwise ordered.

Plants shipped after May 15th; twenty-five cents extra for Special Delivery on Plants is good insurance.

No Dahlia Plants shipped outside the Japanese Beetle Zone.

BENNETT K. MATLACK,
Bridgeton, N. J.

HONEY

Delicious Golden Honey made by the bees from all the flowers. This honey has body and flavor that lighter honeys do not have. It is ripened on the hive. Most people love it.

5 lb. Pail, postpaid, \$1.00

in the first three postal zones (approximately 300 miles from Bridgeton).

DAHLIA SPECIALS - inside back cover

GENERAL LIST

C, Cactus; S-C, Semi-Cactus; ID, Informal Decorative;
FD, Formal Decorative; P, Peony; IC, Incurved Cactus.

ADIRONDACK SUNSET. ID—Large beautiful flower of scarlet and yellow mixed. Good growth.
Plants, 75c.

ALICE WHITTIER. S-C—Good primrose yellow cactus.
Roots, 35c.

AMBASSADOR. C—Soft yellow buff, shaded salmon pink. Really hard to beat.
Roots, 35c.

AMERICAN PURITY. S-C—A new white Dahlia on excellent bush and stems. Splendid for the show or as a cut flower. You will like it.
Plants, \$2.00.

AMERICAN TRIUMPH. IC—Large oriental red cactus flower.
Plants, 50c.

ANDREA ERICSON. ID—One of our best whites.
Roots, 50c.

ARELDA LLOYD. ID—Lemon yellow, suffused with rose. Has made a name for itself.
Plants, 50c.

AUTUMN MOON. FD—Good habits. A yellow with color and form.
Plants, 50c.

AVALON. ID—A pure, clear yellow that stands out.
Roots, 25c.

BAGDAD. ID—Scarlet flame flower of wonderful size. Good bush and stems.
Roots, 25c.

BALLEGO'S SURPRISE. S-C—Beautiful white cactus. Won almost everywhere last year.
Plants, 75c.

BARBARA REDFERN. FD—Blend of old gold and old rose.
Roots, 25c.

BLUE RIVER. FD—Striking color. Very much admired in our Dahlia patch last autumn. Every one stopped to see this French violet flower on a good bush with heavy foliage and excellent stems. You better get it.
Roots, \$1.50; Plants, 75c.

BUCKEYE FLAME. ID—Large flowers on splendid stems. Color, bright orange-scarlet with orange margin.
Roots, 50c.

CAMEO. FD—Coral-rose with mallow pink reverse. This flower is very popular everywhere.
Roots, 50c.

CANARY CUP. FD—One of the prettiest yellow Dahlias. Fine stems. Wonderful cut flower.
Roots, 35c.

CAPE MAY. C—An incurved cactus of a beautiful violet rose. Free bloomer,
Roots, \$1.00; Plants, 50c.

CAPT. RITTER. ID—1937 Introduction. Good exhibition variety. Beautiful pastel shades of amber, yellow, and pink. Strong, straight stems and good foliage. You will like it.
Plants, \$1.50.

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CAVALCADE. FD—Mulberry and old rose. Good stems and bush. Heavy foliage. Excellent.
Roots, 50c.

CHAMPOEG. FD—Unusual color combination of canary yellow and salmon pink. Backs of petals pale yellow. Strong growth, fine stems. Highly recommended.
Roots, 35c.

CHEMAR'S EUREKA. FD—Long, stiff stems. Flowers white with lavender pink suffusion.
Roots, 25c.

CHINESE LANTERN. ID—Color, a bright rose red with reverse of gold. A really fine flower. Scored 85.5.
Plants, 50c.

CITY OF TRENTON. ID—An immense Dahlia of an autumn shade hard to describe. A remarkable flower.
Roots, 25c.

CLARA BARTON. ID—Immense blooms of silvery orchid with a reverse of lavender. Good growth and highly recommended.
Roots, 50c.

CLARA CARDER. ID—Wonderful new Dahlia from New Zealand. Very large flowers on excellent stems and bush. Color distinct, lovely cyclamen pink. Petals wavy and altogether beautiful.
Plants, 75c.

COLOR SERGEANT. ID—Large, beautiful salmon orange. A real Dahlia.
Roots, 25c.

CONG. WOLVERTON. ID—Bright salmon pink flower with a growth similar to Rodman Wanamaker.
Roots, 35c.

DEMOCRACY. FD—Yellow and primrose shaded gold.
Plants, 50c.

DISCOVERY. ID—1937 Introduction. Deep rosy magenta with reddish garnet center, reverse rose. In the big flower class.
Plants, \$2.00.

DIXIE RAVENSCROFT. ID to S-C—Flame, reverse gold. Large flowers on good stems. Excellent.
Plants, 50c.

DOROTHY STONE. ID—Flowers a shade of pink deeper than Kathleen Norris. Good stems.
Roots, 35c.

DR. JOHN CARMAN. FD—Large blooms of Tyrian rose shaded with silver.
Roots, 25c.

DWIGHT W. MORROW. ID—Gigantic red Dahlia on strong bush.
Plants, 50c.

EAGLE ROCK FANTASY. ID—An outstanding Dahlia. Splendid stems and bush. Violet rose with silver shadings. Flowers large and most beautiful. Highly recommended.
Plants, 50c.

ELITE GLORY. FD—A very large, rich red flower. Bush and foliage very strong.
Roots, 25c.

ELIZA CLARK BULL. FD—Beautiful white. One of the best.
Roots, 35c.

ELIZA LONDON SHEPPARD. ID—Free bloomer on erect stem and bush. Golden orange flowers; wonderful for cutting.
Roots, 50c.

Honey made where the Flowers grow - inside cover

BENNETT K. MATLACK, Bridgeton, N. J.

ELKRIDGE. S-C—White. Bush always full of blooms. Roots, 35c.

ELLA MAY. C—A rich deep crimson carmine. Fine stems. A real flower. Roots, 35c.

EVA L. QUADLING. ID—A huge, rich deep red variety on fine, strong stems. Roots, 35c.

FAITH GARIBALDI. FD—Very large, rose pink. Roots, 35c.

FORDHOOK VICTORY. ID—Very large flower of a pleasing formation. Rich Tyrian rose. Roots, 25c.

FOREST FIRE. ID—Large flame colored flower on good stems and bush. Certified Dahlia. Roots, \$1.00; Plants, 50c.

FORT WASHINGTON. FD—Immense dark red flowers on splendid stems and bush. Roots, 35c.

F. W. FELLOWS. C—Orange terra-cotta. Roots, 50c.

GIRL OF HILLCREST. ID—An unusual Dahlia. You will want it. Large flowers of Mikado orange shade. Roots, 35c.

GOLDEN ECLIPSE. FD—Large, golden yellow with tint of salmon. Long erect stems. Plants, 50c.

GOLDEN PRINCE. ID—Beautiful gold, blended peach. Plants, \$1.00.

GOLDEN STANDARD. C—Buff, shaded amber. Very good. Plants, 50c.

GOOD NIGHT. ID—A dark Dahlia of ox blood red, shaded maroon, on perfect stems and bush. Roots, 50c.

GOOD WILL. S-C—Shell pink shading to cream at the center. This is a really beautiful flower. Perfect stem and bush. You must grow this one. Roots, \$1.00; Plants, 50c.

GRAF ZEPPELIN. FD—Pure white flowers on good stems. Roots, 25c.

HILLCREST MANDARIN. ID—Large bloom of red with amber reverse. Roots, 50c.

H. R. S. ID—An excellent long petaled variety of deep golden yellow. Plants, 50c.

HUNT'S VELVET WONDER. ID—Very large, well-proportioned purple flowers. Good stems and heavy, dark green foliage. Roots, \$1.00; Plants, 50c.

IDA PERKINS. FD—A fine white Dahlia. Roots, 25c.

IMPERIAL PINK. ID—Massive flowers of true pink with primrose shadings. Plants, 50c.

JANE COWL. ID—Buff and old gold, blending to rose in center. As nearly perfect as any Dahlia. Be sure to grow it. Roots, 25c; 3 Roots, 60c.

JANET SOUTHWICK. ID—Remarkable Dahlia of Tyrian rose and Burgundy red. Good bush and stem. Roots, 50c.

BENNETT K. MATLACK, Bridgeton, N. J.

J. D. TORBERT. **ID**—Many flowers on long, wiry stems and good bush. Salmon apricot with flame and gold shadings. **Roots, 25c.**

JEAN TRIMBEE. **S-C**—Large, petunia purple flowers on sturdy bush. Striking. **Plants, 50c.**

JEROME KERN. **ID**—Shrimp pink, tinted gold and bronze. The petals curl and twist in a most artistic manner. Really good. **Plants, 50c.**

JERSEY'S BEACON. **FD**—Very good and showy Dahlia of Chinese scarlet. Grow it. **Roots, 25c.**

JERSEY'S BEAUTY. **FD**—Eosine pink. A truly great Dahlia. **Roots, 25c; 3 Roots, 60c.**

JERSEY'S SOVEREIGN. **FD**—A beautiful salmon orange on fine stems. Heavy foliage. **Roots, 25c.**

JESSICA DRAGONETTE. **S-C**—Apricot and mauve. Large blooms. Fine stems. **Plants, 75c.**

JIM MOORE. **S-C**—Primrose yellow, shaded gold and salmon. Distinctive flower of good growth. **Roots, 25c.**

JOSEPHINE G. **S-C**—A beautiful, true rose pink flower with petals tipped yellow. Very well recommended. **Roots, 35c.**

JUDGE SAMUEL SEABURY. **ID**—A blending of heliotrope and white. Good habits. Honor Roll Dahlia. **Plants, 75c.**

KATHLEEN NORRIS. **ID**—A gigantic rose pink flower of splendid substance. One of the finest flowers grown. **Roots, 50c.**

KAY FRANCIS. **S-C**—Light lemon yellow. Always in bloom. Great winner in all shows. **Roots, \$1.00; Plants, 50c.**

KING OF THE BLACKS. **FD**—Dark, rich, velvet red, almost black. Very striking. If you like dark Dahlias, try this one. **Roots, \$1.00; Plants, 50c.**

LA REINA DE LOS ANGELES. **S-C**—An outstanding Dahlia. Splendid for garden or show table. Keeps unusually long when cut. Very long stems. You can't help liking it. Flower watermelon pink. Try it this year. **Plants, 75c.**

LILAC GLORY. **C**—Delightful medium-sized lilac cactus flower. Fine for cutting. **Roots, 35c.**

LORD OF AUTUMN. **ID**—One of the best Dahlias I have ever grown. Beautiful yellow on real stems and bush. Very large. Blooms all summer. You can't go wrong on it. Be sure to have it this year. **Roots, \$1.00; Plants, 50c.**

MARDI GRAS. **FD**—American Beauty color. The stems and bush are good. **Roots, 25c.**

MARGARET W. WILSON. **FD**—Fine stems and foliage. Very large flowers of an opalescent pink. **Roots, 25c; 3 Roots, 60c.**

MARGRACE. **ID**—Has won many prizes. Won three Certificates of Merit. On four Honor Rolls. Brilliant scarlet, tipped and striped with gold. You can't help liking this flower. Stems and bush good. **Plants, \$1.00.**

Honey made where the Flowers grow - inside cover

BENNETT K. MATLACK, Bridgeton, N. J.

MARY ELLEN. FD—Very large flowers of a violet rose. A real exhibition flower. Roots, 35c.

MARY ELIZABETH REDFERN. ID—Beautiful orchid flowers on good bush. Plants, 50c.

MARYLAND GLORY. ID—Rich American Beauty Rose color. This should be in everyone's collection. It is really one of our outstanding Dahlias. I can absolutely recommend it to any and all. Roots, 35c.

META SCAMMEL. S-C—Bright rose pink. The petals twist at the ends making a pleasing flower. One of our best. Roots, 25c.

MID-WEST CHAMPION. ID—Brilliant violet rose, shading to yellow at base of petals. One of the best keeping Dahlias when cut. Excellent stems and heavy foliage. It is admired everywhere. Always full of bloom. Roots, \$2.00; Plants, 75c.

MILDRED BROOKS HOOVER. FD—An enormous flower of spinel red. Roots, 25c.

MONMOUTH CHAMPION. FD—Brilliant orange. Strong grower with perfect stems. Very satisfactory. Roots, 35c.

MRS. F. E. BULLARD. P—Immense flower of silver pink with long, twisted petals. Very showy. Roots, 50c.

MRS. GEORGE LE BOUTILLIER. ID—Giant, rich velvety carmine flower on good bush and stem. Has won many prizes in last two years. Won two Certificates of Merit. Roots, \$1.00; Plants, 50c.

MRS. I. DE VER WARNER. FD—Orchid lavender. One of the best regardless of price. Roots, 25c; 3 Roots, 60c.

MURPHY'S MASTERPIECE. ID — Immense blooms of deep dark red on stocky bush and good stem. Has won many friends. Plants, 75c.

ORIENTAL GLORY. ID—A real oriental color. Has won many prizes. Plants, 50c.

PALO ALTO. S-C—This Dahlia comes highly recommended, having won in many shows. Bright salmon, shading to a gold center. Stems and bush growth good. Plants, 50c.

PENN CHARTER. ID—Massive, rich gold flowers tinted with apricot. Fine bush and heavy foliage. Roots, 25c.

PINK SPIRAL. IC—Beautiful peach blossom pink blooms. Plants, 50c.

POT OF GOLD. ID—Clear yellow flowers with wavy petals. Excellent growth and stems. Makes good cut flower. Roots, 50c.

PRIDE OF AMERICA. S-C—An Honor Roll Dahlia. Primrose yellow with pink reverse. Perfect stems. High full center. Petals fold back to stem. Roots, \$2.50; Plants, \$1.00.

PRIDE OF AUSTINBURG. ID—Won highest score at Storrs, Conn., in 1935. Stems perfect and very heavy insect-proof foliage. Color, grenadine pink and light orange yellow with reverse light purple. Roots, \$2.00; Plants, \$1.00.

BENNETT K. MATLACK, Bridgeton, N. J.

PRIDE OF CALIFORNIA. FD—Rich deep red.
Very large and fine. Roots, 25c.

PRIDE OF STRATFORD. ID—Face of petals orange, reverse madder brown. Strong grower.
Roots, 25c.

PRINCE OF PERSIA. ID—A popular bright red Dahlia. Large, deep attractive flower. Bush growth strong.
Roots, 35c.

QUEEN OF THE GARDEN BEAUTIFUL. FD—
Massive flowers. Lemon yellow. Roots, 35c.

RAY WARNER. ID—Somewhat the color of Jersey's Beauty, but a few shades brighter. Petals twisted and bush always full of bloom.
Plants, 50c.

RED JUG. IC or S-C—This Dahlia has made very many friends. Color, crimson red. Plants \$1.00.

REGAL. ID—Beautiful combination of bronze and old rose.
Roots, 25c.

ROBERT EMMET. ID—Bright cardinal on fine stems and bush.
Plants, 50c.

ROBERT L. RIPLEY. ID—Deep lilac rose. In the largest flower class. Won many prizes.
Plants, \$2.00.

ROMAN EAGLE. FD—Burnished copper. An autumn shade. Strong stems.
Roots, 25c.

ROSE FALLON. FD—Large flowers of deep orange to amber.
Roots, 25c.

ROYAL PURCHASE. IC—Very large flowers on long stems clear of the bush. Color, deep straw yellow with outer petals suffused with pink.
Plants, \$1.00.

SAGAMORE. FD—Golden amber. A choice cut flower.
Roots, 25c; 3 Roots, 60c.

SANHICAN'S BLUEBIRD. ID—Violet blue. Very unusual.
Roots, 25c.

SATAN. S-C—Exceptionally large flower on unusual stem. You must grow it. The color is scarlet with yellow shadings.
Roots, 50c.

SEAL'S CALIFORNIAN. ID—Bright golden yellow suffused with pink. Good growth and stem.
Roots, 25c.

SHAHRAZAD. ID—Large blooms of deep pink.
Roots, 35c.

STAR OF BETHLEHEM. S-C—Clear white. Fine cut flower.
Roots, 50c.

STRONGHEART. ID—Large flower of gold, shaded apricot. Good stems.
Plants, 50c.

THE FIREMAN. ID—Cardinal red with golden flushes and golden tips at center of flower. Splendid stems. Was positively outstanding with us in 1937. You can't help liking it.
Roots, 50c.

THE LEMONADE. ID—Sulphur yellow on long splendid stems.
Roots, 35c.

THE WORLD. FD—Rich rosy magenta with silver shadings. Growth and stems fine.
Roots, 25c.

THOMAS A. EDISON. FD—Fine, large. Royal purple color.
Roots, 35c.

WALDHEIM SUNSHINE. ID—A good deep yellow that shows well under artificial light. Stems and bush ideal.
Roots, 50c.

LIKE HONEY? See inside front cover

BENNETT K. MATLACK, Bridgeton, N. J.

WARREN CHURCH. Str-C—Outer petals violet rose with a pure white center. This is a sport of Ambassador and a real beauty. Plants, 50c.

WASHINGTON GIANT. ID—An honor roll Dahlia. Lavender streaked with silver. Good stems. Plants, 50c.

W. H. HOGAN. FD—Garnet red with white tips extending down center of petals. A very popular variegated Dahlia. Roots, 25c.

WHITE DUCHESS. FD—A fine white Dahlia imported from Holland. The White Duchess has won many prizes in Europe. You will like it. Roots, 35c.

WHITE ABUNDANCE. ID—Beautiful ivory white flowers on good stems. Many blooms. Plants, 50c.

WHITE WONDER. ID—Very large, pure white flower with long twisted petals. Strong plant. Good grower. Very well recommended. Roots, 35c.

W. H. T. FD—Unusual color. Old rose, reverse of petals mauve. Roots, 25c.

MINIATURE DAHLIAS

With many people, particularly the ladies, these small dahlias are more popular than the large ones. They have the same forms and many of the same colors that the big ones have. They are beautiful in the garden and even more so in the house. Their decorative possibilities are unlimited. Try them and be convinced.

BABY ROYAL. Min. S-C—Pink, shaded apricot with yellow at base of petals. A real gem from Europe. You will like it. Roots, 35c.

BISHOP OF LANDAFF. Min. Duplex—Bright scarlet flower. A lacy garnet foliage. Roots, 50c.

BLUE BIRD. Min. FD—Bluish lavender. Very striking. Different. Roots, 50c.

CORONNE Min. FD—The white flower resembles a gardenia. Stems perfect. Roots, 50c.

FAIRY. Min. FD—Soft pink, tinted lavender. Good growing habits. Roots, 50c.

LITTLE JEWEL. Min. FD—A most beautiful small flower of a peach blossom pink. None better for cutting. Roots, 25c.

MIRTH. Min. FD—Orange scarlet. A uniform color. Fine flowers on good bush. Stems long and erect. Roots, 35c.

ORCHID LADY. Min. FD—Bright orchid rose. Fine. Roots, 50c.

RAIDER. Min. P—Beautiful flowers of yellow and rose. Petals twist, making a pleasing effect. Roots, 50c.

One root each of the above Miniatures, 9 in all, \$3.00

POMPON DAHLIAS

Be sure to grow at least a few Pompons. Each year we sell more and more of these little gems. What other plant will bloom from July until frost, if properly grown, giving an abundance of flowers that will keep for days when cut? Poms are so satisfying; grow them.

All Pompon Dahlia Roots 25c

AIMEE—Very small. Orange apricot.

ATOM—Fiery red. Very small and mighty good.

BABY MARIE OSBORNE—Fine canary yellow.

BOB WHITE—Small, good white.

BRONZE BEAUTY—Gold apricot. Wonderful cut flower.

CHARMING—Lavender pink. Very pretty.

DEE DEE—Pale lilac. Long stems. One of the best.

ELIZABETH—Lemon yellow, tipped red.

FASCINATION—Fawn pink.

GERTRUDE—Glowing carmine. Very bright.

HONEY—Honey yellow. Long stems.

JOE FETTE—Pure white. Long stems.

JOHNNY—Deep dark red. Probably the best Pompon.

LITTLE DAVID—Good. Russet orange.

LITTLE EDITH—Primrose yellow. Perfect.

MARIETTA—Pleasing red.

MARY MUNNS—A deep mauve color on long stems.

MIDGET—Peach pink.

NEATNESS—Amber and rose.

NELLIE FRAZIER—Light ground, edged and tipped with rose.

REGULUS—Cerise purple.

SNOW CLAD—Pure white.

SUNNY DAYBREAK—Yellow, tipped carmine.

SUNSET—Delightful orange.

YELLOW GEM—Canary yellow.

YOUNGSTER—Yellow and red.

One root each of the above Pompons, 26 in all, \$5.00

LIKE HONEY? See inside front cover

Collections

Collection A: 6 Pompon roots, \$1.00. Value, \$1.50.
An assortment that will please. All different.

Collection B: 6 Giant flowered Dahlia roots, \$1.00.
A fine collection. All different.

Collection C: 12 Pompon roots, \$2.00. Value, \$3.00.
A superb collection. A garden full. All different.

Collection D: 12 Giant flowered Dahlia roots, \$2.00.
A gorgeous collection of America's best Dahlias.
All different. A real buy.

Collection E: 8 roots, \$2.00. Catalogue value, \$2.80.
One root each of Canary Cup, Champoeg, Ambassador,
Maryland Glory, Mary Ellen, Prince of Persia,
T. A. Edison, White Wonder.

Collection F: 8 Plants, \$3.00. Catalogue value, \$4.00.
One plant each of Arelda Lloyd, American Triumph,
Eagle Rock Fantasy, Hunt's Velvet Wonder,
Good Will, Jean Trimbee, Kay Francis, Mrs.
G. Le Boutillier.

Collection G: 6 Plants, \$4.00. Catalogue value,
\$5.50. One plant each of Blue River, Mid-west
Champion, Pride of America, Pride of Austinburg,
Red Jug, Royal Purchase.

SPECIAL DISCOUNT

NOTE:—For each \$5.00 (Five Dollars') worth of
Dahlias ordered, except the special collections,
you may select \$1.00 (One Dollar's) worth free
from the catalogue.

HONEY

FULL-FLAVORED

HIVE-RIPENED

See inside front cover

